



Public Awareness & Advocacy Standing Committee

Meeting Summary

Date: November 23, 2004

Time: 9:00-11:00 AM

202 Mira Loma Drive, Tiki Tiki Conference Room – Oroville, CA

Members Present: Jeff Fontana (Committee Chair), Karen Marlatt and Linda Moore

Member Absent: Mark Lundberg

Staff Present: Susan Billings and Cheryl Giscombe

Staff Absent: None

Public: Wendy Martinez, Kristin Gruneisen, Beth Wattenberg, Bill Hubbard, and Lynn Haskell.

1. Agenda Review & Additional Items- It was decided that this and future PAAC meeting minutes be placed on the consent agenda for regular Commission meetings and posted on the BCCFC website.
2. Lynn Haskell and Beth Wattenberg of the "Valley Oaks Children's Services- Get Ready Program" joined the PAAC meeting for the first of our grantee interviews. They presented an overview of their program and touched on media efforts underway. Their main media coverage to date has been in the Valley Oak Exchange, which circulates about 6,000 copies to clients and community partners of VOCS. Although no specific guidance was given, PAAC members asked that they be kept apprised of Get Ready's media efforts. As more grantee interviews are completed, they will develop a plan for moving forward with collaborative media efforts.

In an effort to give PAAC members a head start on grantee interviews, it was decided that Cheryl would generate an email to all grantees, asking for their feedback on the following:

- Update on project implementation status
 - Media coverage plans that committee can support
 - Project events conducive to media coverage and/or possible clients willing to share success story with public
3. Grant Council representatives attended the meeting in an effort to develop a collaborative role for the Grant Council and the Public Awareness & Advocacy Committee. All agreed that the Grant Council has the potential to be more effective and worthwhile. One of the collaborative goals would be to add structure to the Grant Council and to shift the way the Council communicates, operates, etc. Structural ideas included organizing monthly meetings, encouraging sub-committee work, developing Roles and Responsibilities for the Council, organizing a community fair, and creating and maintaining a comprehensive calendar of events to tie the activities of all grantees together, possibly posted on the BCCFC website and on HelpCentral.org. It was also suggested that leadership and media training be offered through the Grant Council in the near future. Jeff said he would be willing to commit staff time to nurture and develop leadership among grantees at Grant Council meetings. He would like to provide a framework and options for change and encourage the Grant Council to figure it out from there. No action was taken, but discussions will continue during the December 7, 2004 PAAC meeting.

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4. The meeting with the Chico Enterprise Record's Editorial Board went very well! They are interested in covering the activities of Butte County First 5 and, among other things, showed interest in covering the Annual Report presentation to the Board of Supervisors. It was suggested that this would be a good opportunity for Cheryl and interested Commissioners to give a live presentation to BOS, possibly along with a testimonial from a client that has been helped by a Prop10-funded program. Staff has several current testimonials on file in the Commission office.
5. Cheryl shared the California Fall 2004 State Media Campaign. Members wondered whether the materials were copywrited and whether it would be possible to add a local tag. Cheryl offered to research.
6. Members reviewed an invitation to attend the First Five Commissions and Resource and Referral Agencies on information and planning luncheon for KIXE and KCET roll-out of television program for early care and education providers, set for December 15, 2004 from 11:00-2:00 PM in Redding. Karen and Cheryl offered to attend and will report any pertinent information at the January Commission meeting.
7. The Northwest Region First 5 Commissions are coordinating a meet-and-greet effort to educate local legislators on Prop10 progress. Executive Directors of several Northstate Commissions are planning to participate, including Cheryl. Any subject matter will also be provided in writing. There will not be an agenda, but rather will be an unscripted meeting.

The next meeting of the Public Awareness & Advocacy Committee will be on December 7, 2004 from 3:30-5:00 PM at 2445 Carmichael Drive, Chico in the Redwood Conference Room.

Minutes by Susan Billings
Administrative Assistant
Approved January 21, 2005